

Message Text

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PAGE 01 STATE 147205

14

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INFO OCT-01 EUR-12 ISO-00 CU-04 (ISO) R

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DRAFTED BY: USIA/IEE:GDMALONE/JFKORDEK

APPROVED BY: EUR/EX:HGEISEL

IEW:ISABLOSKY

EUR/EE:CBROWN INFO

EUR/CE:GRUECKERT PHONE

CU/ARTS:NSTEPHENS PHONE

----- 023441

R 232114Z JUN 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

UNCLAS STATE 147205

FOR P & C

E.O. 11652: NA

SUBJ: "DISNEY ON PARADE"

REF: APR 11 PAO LETTER-U; STATE A-2658-U

1. "DISNEY ON PARADE" DIRECTOR OF INTERNATIONAL MARKETING ASKS OUR HELP IN IDENTIFYING THE RESPONSIBLE ORGANIZATION AND INDIVIDUAL IN YOUR COUNTRY WITH WHOM HIS OFFICE SHOULD BE IN CONTACT TO DISCUSS POSSIBLE COMMERCIAL TOUR.

2. IT IS OUR UNDERSTANDING THAT THOMAS W. SARNOFF, PRESIDENT OF NBC ENTERTAINMENT CORP, AND GEORGE M. CAHAN, VICE PRESIDENT AND GENERAL MANAGER, PLAN TRAVEL TO EE AND USSR TO DISCUSS AND NEGOTIATE TOUR.

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3. AS POINTED OUT IN APR 11 LETTER, WE SHOULD NOT ATTEMPT TO

ACT AS MIDDLEMAN IN ANY NEGOTIATIONS. HOWEVER, WE CAN BE
HELPFUL AS A CHANNEL OF COMMUNICATIONS BETWEEN THE "DISNEY"
EXECUTIVES AND THE LOCAL ORGANIZATION.

4. BERLIN FOR LITTELL: COPY APR 11 IEE PAO LETTER BEING
SENT TO YOU AIR OFFICIAL. INGERSOLL

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Message Attributes

Automatic Decaptioning: X
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